



NEW ORLEANS
REDEVELOPMENT
AUTHORITY

Façade RENEW PROGRESS REPORT

► AUGUST 2016

COMMERCIAL REVITALIZATION

one storefront at a time



About Façade RENEW

Façade RENEW is a Commercial Business Development Grant Program created in 2014 and spearheaded by the New Orleans Redevelopment Authority (NORA).

Façade RENEW is a reimbursable grant program designed to incentivize commercial property and small business owners to revitalize their building façades.

Façade RENEW supports the revitalization of four target commercial corridors throughout the city by providing a 3:1 matching grant for historic façade improvements.

Façade RENEW At A Glance

Façade RENEW is funded by the U.S. Department of Housing and Urban Development Community Development Block Grant funds.

The **Façade RENEW** program **eliminates blight** and **enhances the economic viability** of the corridors NORA targeted, fostering a **more resilient city**.

\$1.2M

INVESTED BY NORA SINCE THE
PROGRAM LAUNCH IN JANUARY, 2014

FOUR TARGETED CORRIDORS INCLUDE:

- **Bayou Road**
Esplanade Ridge
- **Oretha Castle Haley Boulevard**
Central City
- **St. Claude Avenue**
Upper 9th Ward
- **Old Gentilly Road**
Gentilly



The program will **reimburse 75%** of the total project costs for façade improvements, **up to \$37,500** per commercial property.



Partners include Historic Districts Landmarks Commission, Oretha Castle Haley Boulevard Merchant and Business Association, St. Claude Main Street, and Broad Community Connections.



Technical design assistance is provided to all approved applicants.



The **Façade RENEW** program provides an opportunity in many cases for historic restoration and preservation, as careful research is conducted on the historic and cultural heritage of each property.



Human nature informs us that seeing is believing. Façade RENEW has strengthened our capacity as a community to give the signal that improvement and change have come to our Boulevard. The program has supported businesses and establishments in the Oretha Castle Haley Boulevard Cultural Corridor to join in and put on their best face as progress moves up the Boulevard like a Sunday Secondline. Importantly, it has become a part of the collaborative community strategy to resist displacement of historical and emerging businesses, establishments and residents.

Carol Bebel
Co-Founder and Executive Director
Ashe Cultural Arts Center

SINCE ITS LAUNCH, NORA IS SUPPORTING

≡ **33** ≡

FAÇADE RENEW PROJECTS

6 PROJECTS
on Bayou
Road

9 PROJECTS
on St. Claude
Avenue

18 PROJECTS
on Oretha Castle Haley
Boulevard

FOR A TOTAL INVESTMENT OF

≡ **\$1,097,960** ≡

≡ **14** ≡
PROJECTS
COMPLETED

≡ **10** ≡
PROJECTS
IN PROGRESS

≡ **9** ≡
PROJECTS
IN PLANNING

Message from the Executive Director



When the New Orleans Redevelopment Authority (NORA) launched the Façade RENEW program in January 2014, it was with a commitment to catalytic commercial revitalization. We would provide an attractive incentive for property and business owners to make much needed storefront improvements on critical corridors in this city. Just under three years later, and with more than \$1 million in investments, the program's success is clearly visible, with 14 completed projects and another 19 in progress or planning.

We carefully targeted emerging commercial corridors to make the greatest visual impact, not just for the property owners, but also for residents living in the surrounding communities. The variety of projects is diverse—including cultural institutions, small businesses, retail

and dining establishments, mixed-use developments, and non-profit organizations. And the program provides an opportunity in many cases for historic restoration and preservation, as careful research is conducted on the historic and cultural heritage of each property.

Cities need vibrant commercial corridors to prosper. The Façade RENEW program enhances the economic viability of the corridors we targeted, fostering a more resilient city.

Sincerely,

Jeffrey P. Hebert
Executive Director

NEW ORLEANS MISSION

1130 Oretha Castle Haley Boulevard



July 2014

July 2016

FELICITY REDEVELOPMENT INC.

1139 Oretha Castle Haley Boulevard

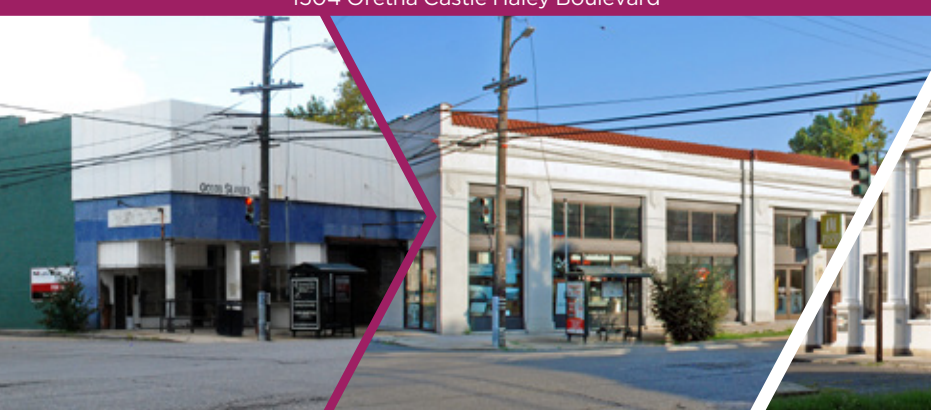


April 2014

July 2016

SOUTHERN FOOD AND BEVERAGE MUSEUM

1504 Oretha Castle Haley Boulevard



September 2014

September 2015

YOUTH EMPOWERMENT PROJECT

1529 Oretha Castle Haley Boulevard



September 2014

December 2015

YOUTH EMPOWERMENT PROJECT

1600 Oretha Castle Haley Boulevard



September 2014

August 2015

MIXED-USE DEVELOPMENT

1623 Oretha Castle Haley Boulevard

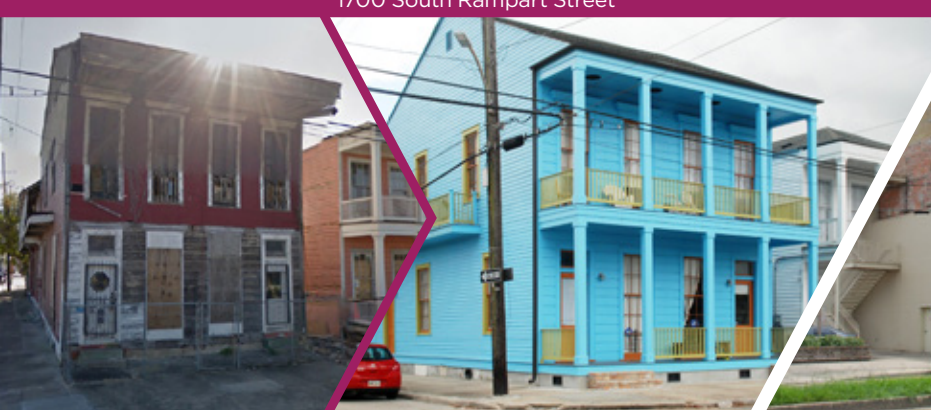


August 2015

July 2016

THE BLUE HOUSE

1700 South Rampart Street

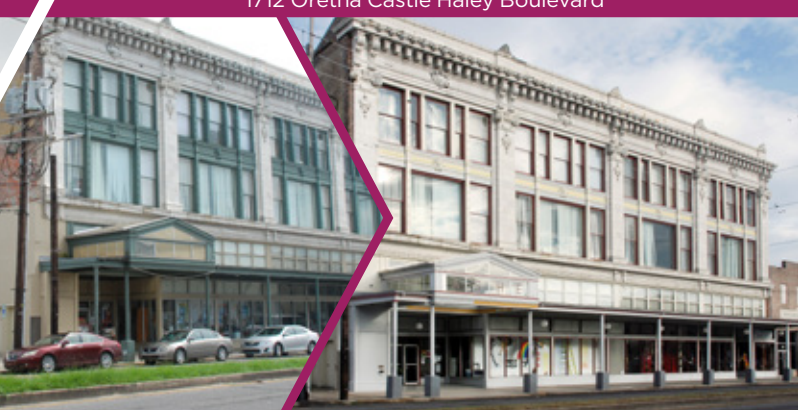


December 2014

July 2016

ASHE CULTURAL ARTS CENTER

1712 Oretha Castle Haley Boulevard



September 2014

August 2015

PRIMITIVO RESTAURANT

1800 Oretha Castle Haley Boulevard



July 2014

August 2015

MIXED-USE DEVELOPMENT

2420 St. Claude Avenue



November 2014

August 2015

SHAOLIN-DO KUNG FU AND TAI CHI

4210 St. Claude Avenue



April 2014

July 2016

BYWATER FRAMING

3038 St. Claude Avenue



June 2015

August 2015

BEAUTY ON THE BAYOU

2521 Bayou Road



August 2014

July 2016

MIXED-USE DEVELOPMENT

2520 Bayou Road



April 2014

July 2016